

Rep Order# 7913435 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Traffic Order#

Printed: 10/17/2012 10:30 AM

1 of 3

Last Received: 10/16/2012 2:58 PM

Showing Buylines: All Lines

Station WREG-TV MEMPHIS  
Advertiser ( ) PHILLIPS, FLIP  
Product PHILLIPS/MS COURT  
Estimate# 2950  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2950  
Flight Dates 10/17/2012 - 10/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
---	---	-----	-----	-----	-----	----	-----	-----	-----
	1	W-F	6A-7A	6A NEWS	10/17-10/19	:30	3	\$350.00	3
		Buyline Comment: 1/DAY							
	2	M-F	6A-7A	6A NEWS	10/22-10/26	:30	5	\$350.00	5
		Buyline Comment: 1/DAY							
	3	W-F	7A-9A	7A NEWS	10/17-10/19	:30	3	\$150.00	3
		Buyline Comment: 1/DAY							
	4	M-F	7A-9A	7A NEWS	10/22-10/26	:30	5	\$150.00	5
		Buyline Comment: 1/DAY							
	5	SU	5P-6P	SUN 5P NEWS	10/21-10/21	:30	1	\$300.00	1
	6	SA	6P-630P	SAT 6P NEWS	10/20-10/27	:30	1	\$300.00	2
	7	SA	630P-7P	INFORMED SRCS	10/20-10/27	:30	1	\$200.00	2
	8	W-F	10P-I035P	10P NEWS	10/17-10/19	:30	3	\$500.00	3
		Buyline Comment: 1/DAY							
	9	M-F	10P-I035P	10P NEWS	10/22-10/26	:30	5	\$500.00	5
		Buyline Comment: 1/DAY							
	10	SA	6A-9A	DAYBREAK SAT	10/20-10/27	:30	1	\$150.00	2

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LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
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	12	SU	8A-930A	CBS SUN MORN	10/21-10/21	:30	1	\$350.00	1
	13	M	530P-6P	530P NEWS	10/22-10/22	:30	1	\$1,000.00	1
	14	W-F	6P-630P	6P NEWS	10/17-10/19	:30	3	\$450.00	3
		Buyline Comment: 1/DAY							
	15	M-F	6P-630P	6P NEWS	10/22-10/26	:30	5	\$450.00	5
		Buyline Comment: 1/DAY							
	16	SA	1105P-1205A	CRIM MINDS	10/20-10/20	:30	1	\$110.00	1
	17	SA	10P-1035P	SAT 10P NEWS	10/20-10/27	:30	1	\$400.00	2
	18	SU	10P-1035P	SUN 10P NEWS	10/21-10/21	:30	1	\$500.00	1
	19	W	530P-6P	530P NEWS	10/24-10/24	:30	1	\$1,000.00	1

---REPORT TOTALS---

Report Totals: 46 / \$16,960.00

---SALES MONTHLY TOTALS---

Oct 12: 46 / \$16,960.00

Sales Totals: 46 / \$16,960.00

Station Totals: 46 / \$16,960.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$56,533	CABL	0%	CBLA	0%	CBLB	0%	INTA	0%	INTB	0%
		UNKN	70%	WHBQ	0%	WLMT	0%	WMC	0%	WPTY	0%
		WPXX	0%	WREG	30%						

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE      ☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

Station and Location:	Date:

I, STRATEGIC MEDIA PLACEMENT  
 being/on behalf of: RICHARD T. PHILLIPS - Paid for by Friends of Richard "Flip" Phillips, a legally  
 qualified candidate of the REPUBLICAN political  
 party for the office of: MISSISSIPPI SUPREME COURT JUSTICE - DISTRICT 3, POSITION 3  
 in the GENERAL  
 election to be held on: NOVEMBER 6, 2012  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Richard "Flip" Phillips - P.O. BOX 62, Batesville, MS. 38606

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/3/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title